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# **Elections Alberta**

## **Survey of Voters and Non-Voters**

### **RESEARCH REPORT**

July 17, 2008





# **1 SUMMARY AND CONCLUSIONS**

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## **1.1 Research Methodology**

Leger Marketing conducted telephone surveys with the general public after the March 2008 Alberta provincial election. The main goals of the project were to:

- ✓ Understand the public's perceptions of voting
- ✓ Measure how effectively Elections Alberta informs the public of their rights and obligations
- ✓ Measure the public's satisfaction with the voting process

A total of 1,200 surveys were completed, including 931 with respondents who voted (self-reported) and 269 with respondents who did not vote. Surveys were completed between March 19<sup>th</sup> and April 3<sup>rd</sup>, 2008.

## **1.2 Voter Profile**

Seven-in-ten respondents state that they voted in the recent provincial election, a substantially higher proportion than actual turnout on Election Day. This may reflect a desire of some respondents to conform to socially acceptable norms. It is also possible that people who voted may have been more likely to participate in the survey.

When asked why they did not vote, four-in-ten non-voter respondents state they wanted to vote but they had to attend to other commitments. One-in-five non-voter respondents suggest they did not want to vote.

One-quarter of non-voter respondents state that nothing would encourage them to vote, while others mention reasons suggesting they did not want to vote, such as wanting better candidates.

Respondents agree it is important for people to vote in the provincial election. When presented with potential changes to the election process, half of respondents agree that being able to vote at any polling station, having a fixed date for the election, and having more opportunities to vote in advance of Election Day are changes that would make them more likely to vote.

Voters are satisfied overall with the voting experience and the majority do not suggest improvements need to be made. Those with suggestions mention various improvements to the voting process or better election information.

## **1.3 Awareness of Elections Alberta**

Without prompting from the interviewer, one-quarter of respondents identify Elections Alberta as being responsible for preparing voter information cards and providing information on voter registration and advance polls. All respondents are aware of Elections Alberta when asked if they had heard of the organization. The source of election information used by four-in-ten respondents was the voter card provided by Elections Alberta.





When unassisted, one-quarter of respondents mention the Internet or websites as a credible source of election information. Elections Alberta, the Alberta government and MLAs are each mentioned by one-in-ten respondents.

When presented with a list of organizations providing election information, at least three-quarters of respondents agree that each of the organizations is credible. Elections Alberta receives the strongest credibility rating, with two-thirds agreeing it is a very credible source of election information.

## **1.4 Knowledge of Voting Rights**

Respondents are generally knowledgeable of voting rights. At least eight-in-ten respondents are aware:

- ✓ Their name is on the voters list
- ✓ They are still eligible to vote if their name is not on the voters list
- ✓ They can make alternate arrangements to vote if they cannot attend the polls on Election Day

An opportunity exists to further educate the public about the voters list. Lower proportions of respondents are knowledgeable about how they can get their name on the list than they are about other aspects of voting. Nearly one-third of all respondents are unsure of how they could do this.

## **1.5 Communications Awareness**

Eight-in-ten respondents recall advertising about the Alberta election, including one-in-five who specifically recall advertisements relating to information about the election process. Approximately one-quarter of respondents recall advertisements with people making humorous excuses as to why they cannot vote. Eighteen percent of respondents who recalled the voting excuses advertisements state they were more likely to vote after seeing them.

A majority of respondents recall receiving the voter information card and used it as their source of election information. An opportunity exists to increase awareness of other communication tools, which were recalled by less than half of respondents.



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## APPENDIX A: QUESTIONNAIRE



## 2 BACKGROUND AND INTRODUCTION

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Elections Alberta contracted Leger Marketing to conduct telephone surveys with the general public after the March 2008 provincial election. The main goals of the project were:

- ✓ To understand the public's perceptions of voting
- ✓ To measure how effectively Elections Alberta informs the public of their rights and obligations and to measure the public's satisfaction with the voting process

A total of 1,200 surveys were completed, including 931 with voter respondents and 269 with non-voter respondents. Surveys were completed between March 19<sup>th</sup> and April 3<sup>rd</sup>, 2008.

Specific objectives that were addressed included:

- ✓ Reasons and barriers that prevented Albertans from voting
- ✓ Changes that might encourage more Albertans to vote
- ✓ Experience with the voting process in the recent provincial election
- ✓ Public awareness and perceptions of Elections Alberta and its responsibilities
- ✓ The role Elections Alberta plays in disseminating information and where credible information is sought other than Elections Alberta
- ✓ Public awareness of obligations, voting rights, voting locations
- ✓ Effectiveness of communication tools and the impact Elections Alberta communications efforts had during the election





## **3 METHODOLOGY**

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### **3.1 Data Collection**

Data collection for the survey was completed between March 19<sup>th</sup> and April 3<sup>rd</sup>, 2008 using telephone survey methodology. A total of 1,200 eligible voters completed the survey.

### **3.2 Target Respondents**

Respondents were screened to ensure that only eligible voters were included in the survey. Canadian citizens aged 18 years or older who had been living in Alberta for the past six months are eligible voters.

### **3.3 Sample Size**

A total of 1,200 eligible voters completed the survey, including:

- ✓ 931 respondents who indicated they voted in the March 2008 provincial election
- ✓ 269 respondents who indicated they did not vote in the March 2008 provincial election

### **3.4 Sampling Plan**

Based on the total sample size of 1,200 respondents, results are statistically accurate to within  $\pm 2.8$  percentage points, 19 times out of 20.

### **3.5 Questionnaire Design**

The questionnaire was developed in consultation with Elections Alberta and was designed to ensure the questions flowed properly and addressed the research objectives. A copy of the questionnaire is included in Appendix A.





### 3.6 Analysis of Findings

Throughout the questionnaire, a seven-point scale was used for respondents to rate their opinions about the 2008 provincial election. The rating scale used in the study is:

- ✓ **Satisfaction:** 1 means not at all satisfied, 4 means somewhat satisfied and 7 means completely satisfied.
- ✓ **Credibility:** 1 means not at all credible, 4 means somewhat credible and 7 means very credible.
- ✓ **Importance:** 1 means not at all important, 4 means somewhat important and 7 means very important.
- ✓ **Likelihood:** 1 means not at all likely, 4 means somewhat likely and 7 means very likely.

For the purpose of analysis and discussion, the numerical ratings were consolidated, where appropriate, into three groups:

Rating on the 1 to 7 scale	Interpretative Level
6, 7	These respondents express <i>strongly</i> positive responses.
4, 5	These respondents disclose <i>mid-range</i> responses about a particular factor, or provide a moderately positive response.
1, 2, 3	These respondents provide <i>negative</i> responses.

To evaluate differences or similarities in responses between different subsets of the population, the results have been analyzed by:

- ✓ Region
- ✓ Age
- ✓ Gender

Throughout the report, responses may not sum to 100% due to:

- ✓ Rounding, or
- ✓ Questions that allow respondents to provide more than one response, or “multiple mentions”



## 4 VOTER PROFILE

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Seven-in-ten respondents state that they voted in the recent provincial election, a substantially higher proportion than actual turnout on Election Day. This may reflect a desire of some respondents to conform to socially acceptable norms. It is also possible that people who voted may have been more likely to participate in the survey.

Four-in-ten non-voter respondents intended to vote, but could not because they had to attend to other commitments. One-quarter of non-voter respondents were not interested in voting. When asked what would encourage them to vote, one-quarter said that nothing could be done, while one-quarter provide reasons reflecting the fact that they did not want to vote, such as wanting better candidates.

Nine-in-ten voter respondents voted at the regular poll on Election Day. The majority of voter respondents are very satisfied with the overall election experience and with various aspects of the election experience. However, they are slightly less satisfied with the availability of election information. Seven-in-ten voter respondents do not have suggestions as to how to improve the voting process. Those with comments mention various changes to the voting process and better election information.

Almost all respondents believe voting is important. Approximately half of respondents agree that being able to vote at any polling station, having a fixed date for the election and having more opportunities to vote in advance of Election Day are changes that would make them more likely to vote.

Almost all respondents state they are likely to vote in the next provincial election, including almost all voter respondents and only half of non-voter respondents.





## 4.1 Voting Behaviour

A majority of respondents indicate they voted in the recent provincial election, contrary to the turnout on Election Day. This partially reflects the desire of some respondents to conform to socially acceptable norms, or could also be attributed to the fact that people who voted may have been more likely to participate in the survey.

When asked why they did not vote, four-in-ten non-voter respondents indicate they wanted to vote but could not because they had to attend to other commitments. One-quarter of non-voter respondents suggest they did not want to vote.

In regards to solutions that would encourage non-voters to vote, one-quarter mention there was nothing that would encourage them to vote, while similar proportions of non-voters mention reasons reflecting their disinterest in politics and political parties.

### 4.1.1 Incidence of Self-Reported Voting among Respondents

When respondents were asked if they voted in the recent provincial election, a majority (73%) said that they did vote, which is much higher than the turnout on Election Day (41.3% of eligible Albertans voted on Election Day). This could reflect a desire of some respondents to conform to socially acceptable norms. It is also possible that those least likely to vote (transient, isolated, etc.) may be under-represented in this study. This difference could also be attributed to the possibility that people who voted may have been more likely to participate in this survey.

Twenty-six percent (26%) of respondents state they did not vote in the recent election.

**Table 1: Incidence of Self-Reported Voting Among Respondents (Q.24)**

<i>All respondents</i>	<b>TOTAL</b> <b>(n=1200)</b>
Yes, voted	73%
No, did not vote	26%
Don't know / No response	1%





### 4.1.2 Reasons for Not Voting

Respondents who did not vote were asked to explain their reasons. Responses provided by respondents are grouped into three general categories described as:

- ✓ Distracted: non-voter respondents who wanted to vote but had to attend to other commitments
- ✓ Disassociated: non-voter respondents who did not want to vote
- ✓ Displaced: non-voter respondents who were unable to vote due to administrative problems or technicalities

#### Distracted

Four-in-ten (43%) non-voter respondents identify reasons that may be considered distractions in the sense that they took their attention away from voting. More frequent mentions in this category relate to not having time (16%) or being out of town (15%).

#### Disassociated

Twenty-six percent (26%) of respondents who did not vote provide reasons suggesting they were not interested in voting. Ten percent (10%) state they did not have enough information about parties or candidates. Other respondents just did not care (4%), did not like the candidates (4%) or did not believe voting would make a difference because the election was already decided (4%).

#### Displaced

Reasons that might be considered administrative or technical in nature are provided by 10% of non-voter respondents. Displaced voters indicate they did not know where to vote or were not on the voters list (6%). Others mention that the polls closed too early (4%).

**Table 2: Reasons for Not Voting (Q.25)**

*-Multiple Mentions-*

<i>Respondents who did not vote</i>	<b>TOTAL (n=255)</b>
Distracted (NET)	43%
<i>Didn't have time / Too busy</i>	16%
<i>Out of town</i>	15%
<i>Forgot</i>	7%
<i>Sick / Unable</i>	3%
<i>Too far / No transportation</i>	1%
Disassociated (NET)	26%
<i>Not enough information about parties / candidates</i>	10%
<i>Not interested / Don't care</i>	4%
<i>Didn't like candidates</i>	4%
<i>Didn't think it would make any difference / Result a foregone conclusion</i>	4%
<i>Don't know much about politics / Don't like politics</i>	3%
<i>Didn't know who to vote for</i>	2%
Displaced (NET)	10%
<i>Didn't know where to vote / Not on voters list</i>	6%
<i>Polls closed too early / Poor hours of operation</i>	4%
Other	15%
No reason	4%
Don't know / No response	7%



### 4.1.3 Encouraging Respondents to Vote

Respondents who did not vote were then asked if there was anything that would have encouraged them to vote. One-quarter (26%) of non-voter respondents indicate there is nothing that would have encouraged them to vote.

The changes that were suggested are grouped into broad categories reflecting reasons for not voting: disassociation, displacement or distraction.

#### Disassociated

One-quarter (25%) of non-voter respondents provide suggestions reflecting their disinterest in politics or political parties. Respondents would have been encouraged to vote if there were better candidates (11%), if they had more information on candidates, parties or platforms (6%), or if they thought the race was close (4%).

#### Displaced

Ten percent (10%) of respondents who did not vote mention solutions related to improving the technical or administrative aspects of the voting process. Respondents most frequently mention receiving information on where or how to vote (6%).

#### Distracted

Nine percent (9%) of non-voter respondents mention changes to their personal situation. Not being out of town (4%) or having more time (3%) would have encouraged these respondents to vote.

**Table 3: Encouraging Respondents to Vote (Q.26)**

*-Multiple Mentions-*

<i>Respondents who did not vote</i>	<b>TOTAL (n=255)</b>
Nothing	26%
Disassociated (NET)	25%
<i>Better candidates</i>	11%
<i>More information on candidates / parties / platforms</i>	6%
<i>Closer / Tighter race</i>	4%
<i>If candidates would have come to the door / our community</i>	2%
<i>An interest / understanding of politics</i>	2%
<i>If I knew the candidate personally</i>	1%
Displaced (NET)	10%
<i>Information on where / how to vote</i>	6%
<i>More opportunities to vote</i>	3%
<i>Receiving a voters' card / Being on the voters list</i>	2%
<i>Being able to vote on the Internet</i>	1%
Distracted (NET)	9%
<i>Not being out of town / If I were home</i>	4%
<i>More time</i>	3%
<i>Closer location / Easier to get to</i>	2%
<i>Better health / Not being sick</i>	1%
More information (general)	8%
Other	12%
Don't know / No response	12%





## 4.2 Voting Experience

A large majority of voter respondents (90%) voted at the regular poll on Election Day. Nearly all respondents were satisfied overall and with specific aspects of their voting experience. Nearly three-quarters of respondents have no suggestions or comments about the voting experience. Suggestions mainly relate to improving the voting process or providing more information.

### 4.2.1 Method by Which Respondents Voted

A large majority (90%) of respondents who voted did so at a regular poll on Election Day. Other respondents voted at an advance poll (8%) or by special ballot (2%).

**Table 4: Methods by Which Respondents Voted (Q.27)**

<i>Respondents who voted in recent election</i>	<b>TOTAL (n=931)</b>
Regular poll on election day	90%
Advance poll	8%
Special ballot (that is, voting from home, when away from their polling station or outside Alberta)	2%

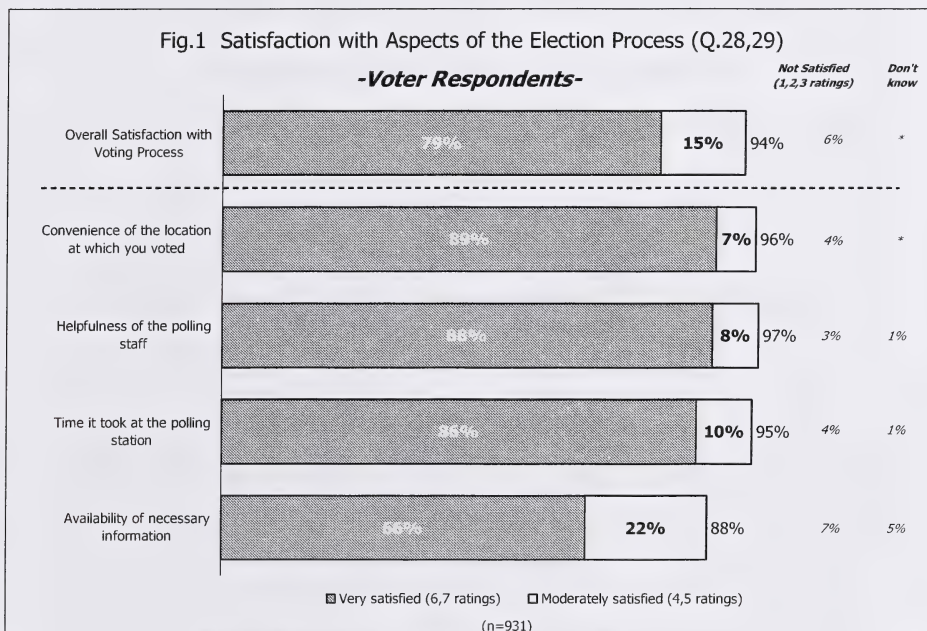


## 4.2.2 Satisfaction with Voting Experience

Nearly all respondents are satisfied overall (94%) with the voting experience, with over three-quarters (79%) of respondents being very satisfied. Respondents are most satisfied with the following aspects:

- ✓ Convenience of voting location (96% satisfied, including 89% very satisfied)
- ✓ Helpfulness of polling staff (97% satisfied, 88% very satisfied)
- ✓ Time taken at polling station (95% satisfied, 86% very satisfied)

Although still a large majority, a smaller proportion of respondents are satisfied with the availability of necessary information on the election (88% satisfied, 66% very satisfied).







### 4.2.3 Suggested Changes to the Voting Experience

Seven-in-ten (72%) voter respondents have no comments or suggestions when asked if they could think of anything that would have improved the voting experience.

Of those respondents who do have suggestions, comments most frequently relate to improving the voting process (12%) and providing better information about the election (11%).

**Table 5: Suggested Changes to the Voting Experience (Q.30)**  
-Multiple Mentions-

<i>Respondents who voted in recent election</i>	<b>TOTAL (n=931)</b>
No suggestions / problems	72%
Comments regarding Voting Process (NET)	12%
<i>Issues with Personal Information (NET)</i>	5%
<i>Not on voters list</i>	2%
<i>Did not receive voter card</i>	2%
<i>Keep records up-to-date</i>	1%
<i>Make sure names are spelled correctly</i>	*
<i>Mistakes on voters card</i>	*
<i>Missing information on voters list</i>	*
<i>Make voting more convenient</i>	4%
<i>Voting process is too long / slow</i>	1%
<i>Need more security / asking for ID / asking questions</i>	1%
<i>Offer more voting locations</i>	1%
<i>Need more polling stations</i>	1%
<i>More / Better trained staff</i>	1%
More / Better Election Information (NET)	11%
<i>Need to know where to vote</i>	5%
<i>Need more information (general)</i>	3%
<i>Need accurate / correct information</i>	1%
<i>Need more advertising / sources of information</i>	1%
<i>Problems with maps / where to vote</i>	1%
<i>Need more information about candidates</i>	1%
<i>Need online information</i>	1%
<i>Inaccurate info on Elections Alberta website</i>	*
Encouraging People to Vote (NET)	2%
<i>Get more people out to vote</i>	1%
<i>Make voting mandatory</i>	1%
<i>Have incentives / tax breaks for people who vote</i>	*
Other	4%
Don't know / No response	1%

\* Less than 1% of respondents



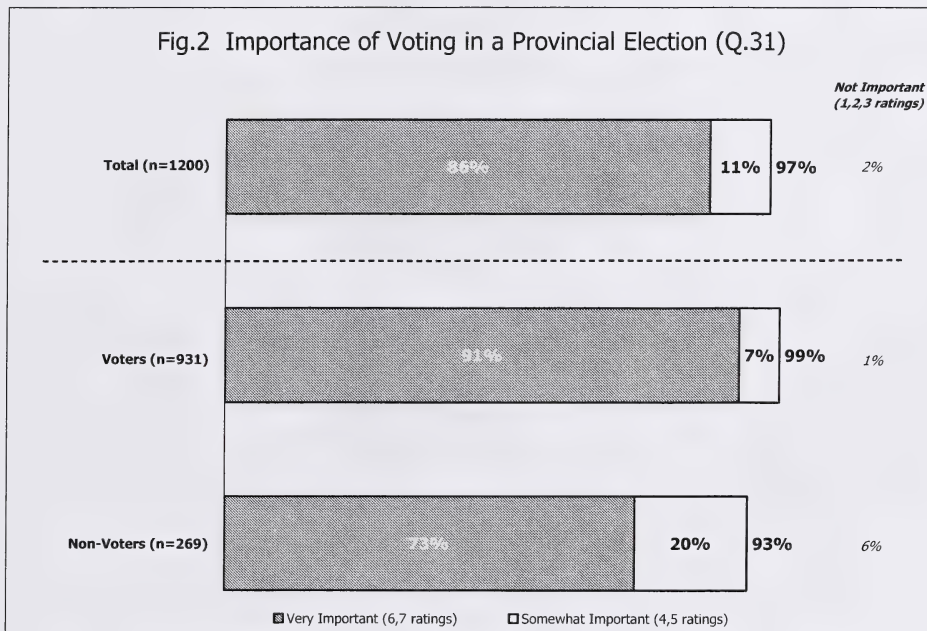
### 4.3 Motivators Behind Voting Intentions

Voter and non-voter respondents think it is important to vote in a provincial election. A fixed date for the election and the ability to vote at any voting station are changes that a majority of respondents state would increase their likelihood of voting.

A higher proportion of voter respondents than non-voter respondents state they are likely to vote in the next provincial election.

#### 4.3.1 Importance of Voting

Respondents were asked to rate the importance of voting in a provincial election. Almost every respondent (97%) believes it is important to vote, with over eight-in-ten (86%) who believe it is very important.



#### Sub-segment Analysis

Reflecting the motivation behind their decision, a higher proportion of voters (91%) than non-voters (73%) believe it is very important to vote.





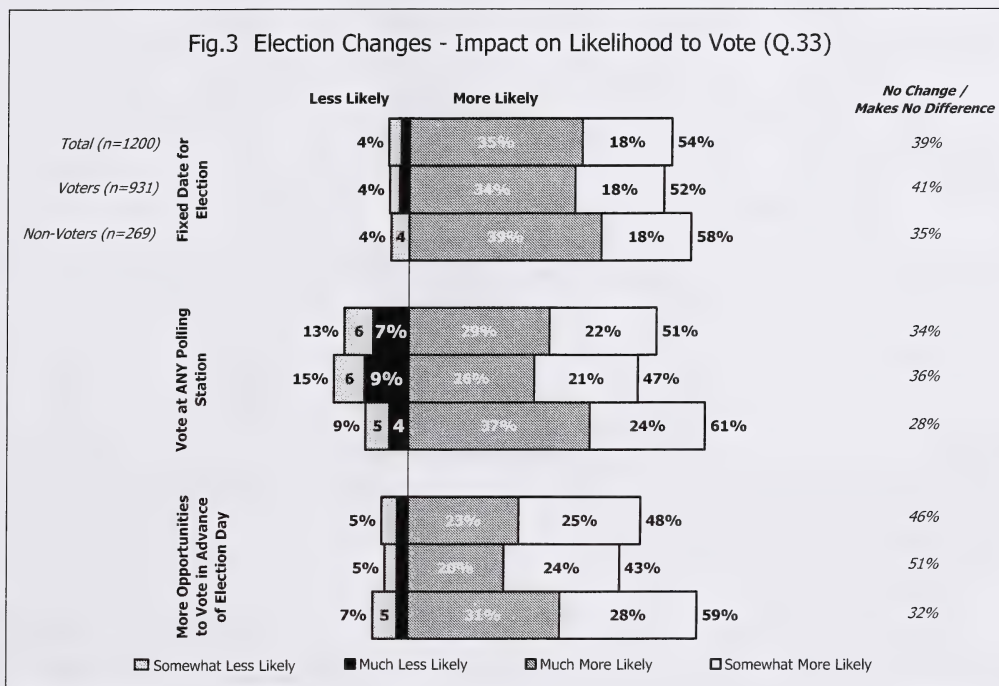
### 4.3.2 Impacts of Potential Changes to Voting Process

A list of potential changes to the voting process was read to respondents and they were asked to state how each change would impact their likelihood to vote.

At least half of respondents state that a fixed date for the election (54%) or being able to vote at any polling station (51%) would make them more likely to vote.

Forty-eight percent (48%) of respondents state that more opportunities to vote in advance of Election Day would increase their likelihood of voting.

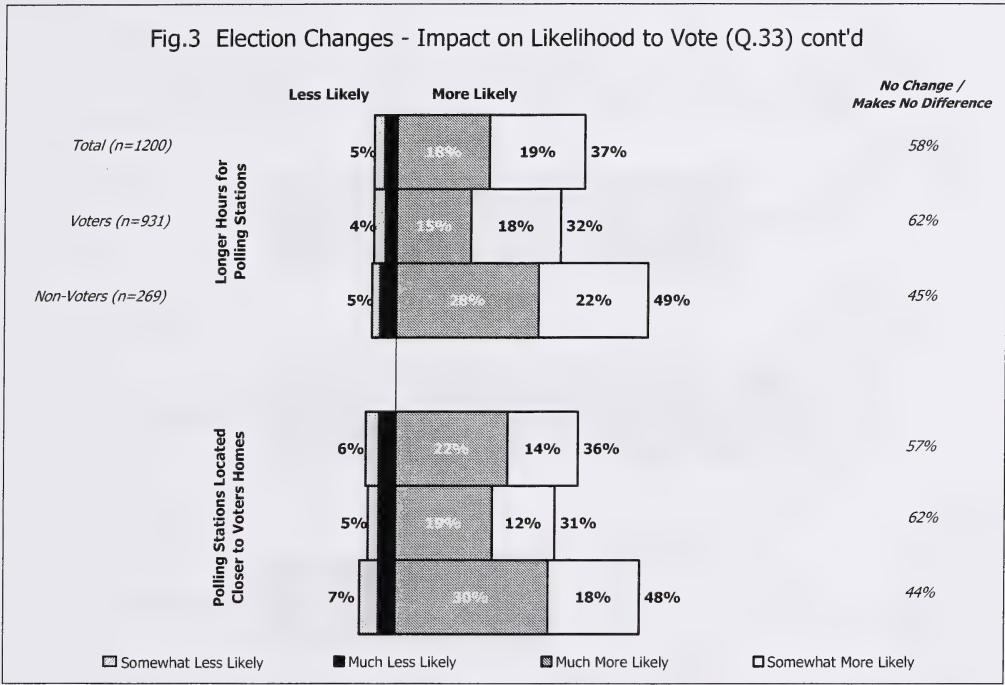
Fig.3 Election Changes - Impact on Likelihood to Vote (Q.33)





Over one-third (37%) of respondents state having longer hours of operation at the polling station and locating polling stations closer to voters' homes (36%) would increase their likelihood of voting.

Fig.3 Election Changes - Impact on Likelihood to Vote (Q.33) cont'd



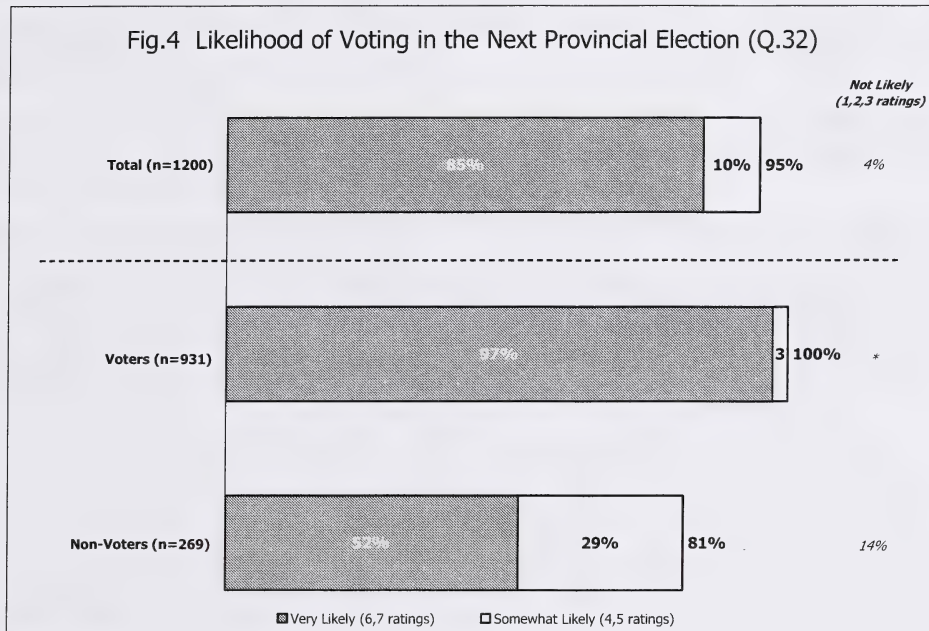
### Sub-segment Analysis

Voter and non-voter respondents demonstrate a similar pattern in regards to changes that would most impact their likelihood to vote. However, higher proportions of non-voters than voters state the proposed changes would increase their likelihood of voting.



### 4.3.3 Likelihood to Vote in Next Provincial Election

When respondents were asked to rate their likelihood of voting in the next provincial election, nearly all (95%) respondents state they are likely to vote, including eighty-five percent (85%) who are very likely to vote.



#### Sub-segment Analysis

Respondents who voted in the March 2008 election are much more likely than non-voters to vote in the next provincial election, with nearly all voters (97%) stating they are very likely to vote in the next provincial election.

In comparison, only half (52%) of the respondents who did not vote in the March 2008 provincial election state they are very likely to vote in the next election.





## 5 AWARENESS OF ELECTIONS ALBERTA

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Respondents are generally aware of Elections Alberta, and perceive it to be a credible source of election information. When unassisted, one-quarter of respondents name Elections Alberta as being responsible for election administration. When assisted, all respondents are aware of the organization.

The main source of election information is the voter card, four-in-ten respondents state they received their election information from this source. Two-in-ten respondents consulted the newspaper.

When unaided, one-quarter of respondents mention the Internet as a credible source of election information. One-in-ten respondents mention Elections Alberta, the Alberta government and MLAs as credible sources of election information.

Organizations providing election information such as Elections Alberta, media sources, political parties and candidates are generally perceived to be credible. At least eight-in-ten respondents perceive Elections Alberta, the newspaper, television and radio to be credible. Elections Alberta receives the strongest credibility rating with two-thirds of respondents believing it to be very credible. Approximately three-quarters of respondents perceive political parties and candidates to be credible sources of information.



## 5.1 Awareness of Elections Alberta

When respondents were asked to state which organization is responsible for election administration, approximately one-quarter of respondents name Elections Alberta. When Elections Alberta was disclosed as the organization responsible for election administration, all respondents state they had previously heard of the organization.

### 5.1.1 Organization Responsible for Election Administration

When asked to state which organization is responsible for preparing voter information cards and providing information on voter registration and advance polls, half (51%) of respondents state they are unsure. One-quarter (25%) of respondents are aware there is an organization that serves this function, including 22% who specifically name Elections Alberta.

**Table 6: Organization Responsible for Election Administration (Q.21)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Elections Alberta (NET)	25%	30%	12%
<i>Elections Alberta</i>	22%	<b>27%</b>	11%
<i>Returning Officer</i>	1%	<b>2%</b>	*
<i>Election / Electoral Office</i>	1%	1%	1%
<i>Provincial election(s)</i>	*	1%	-
Government	16%	16%	17%
Political Parties / Candidates (NET)	2%	3%	1%
<i>Government / party in power</i>	1%	1%	1%
<i>Political parties / candidates</i>	1%	<b>1%</b>	*
Other	7%	7%	7%
Don't know / No response	51%	46%	<b>65%</b>

\* Less than 1% of respondents

Bold figures denote significant differences between responses of voters and non-voters

### Sub-segment Analysis

Voters are more likely than non-voters to name Elections Alberta (30% vs. 12% of non-voters) when asked who is responsible for election administration.

A higher proportion of non-voters than voters do not know who is responsible for election administration (65% vs. 46% of voters).

### 5.1.2 Aided Awareness of Elections Alberta

When asked if they had previously heard of Elections Alberta, all respondents (100%) state they had.





## 5.2 Awareness of Elections Alberta as a Source of Information

Respondents were then asked where they got their information on voting in the recent provincial election, such as where and when to vote. Approximately four-in-ten (38%) respondents received this information from the voter card mailed to their home, while 21% of respondents found this information in the newspaper.

Other sources of information include the mail (6%), family or friends (6%), the Internet (5%), TV (4%), radio (4%) or a candidate (3%).

**Table 7: Sources of Voting Information for Election (Q.10)**

*-Multiple Mentions-*

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Voter Card mailed to the home	38%	<b>44%</b>	24%
Newspaper	21%	<b>24%</b>	12%
Mail	6%	6%	7%
Family / Friend / Coworker	6%	5%	8%
Internet / Websites (general)	5%	6%	4%
TV	4%	4%	4%
Radio	4%	3%	6%
A Candidate	3%	3%	2%
<b>Elections Alberta</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>
<i>Elections Alberta</i>	2%	3%	1%
<i>A Returning Officer</i>	1%	1%	1%
Past experience	2%	2%	2%
MLA (Member of Legislative Assembly)	1%	2%	-
The Alberta Government	1%	1%	1%
Flyers/ pamphlets	1%	1%	1%
People came to the door	1%	1%	1%
A Political Party	1%	<b>1%</b>	*
Polling station	1%	<b>1%</b>	*
School / University	1%	1%	1%
Word of mouth (general)	1%	*	1%
News (general)	1%	1%	1%
Post office	*	1%	-
Community hall	*	*	-
Postings in Apartment / Condo	*	*	-
Other signs	*	*	1%
Other	4%	<b>5%</b>	2%
Didn't get any information	10%	4%	<b>26%</b>
Don't know / No response	3%	2%	<b>7%</b>

*\* Less than 1% of respondents*

*Bold figures denote significant differences*



### 5.3 Perceptions of Elections Alberta as a Credible Source of Information

One-in-ten respondents specifically name Elections Alberta as a credible source of information on the provincial election process. When presented with a list of organizations providing election information, three-quarters of respondents believe they are credible sources of election information. Elections Alberta receives the strongest credibility rating, with two-thirds of respondents who believe Elections Alberta is very credible.

Higher proportions of voter than non-voter respondents are aware of and perceive Elections Alberta to be a credible source of election information.

#### 5.3.1 Credible Sources of Election Information

Respondents were asked where they would seek credible information on the provincial election process. Top mentions include the Internet (24%), Elections Alberta (14%), the Alberta government (12%) or their MLA (11%).

Other responses were mentioned by 7% or fewer respondents.

**Table 8: Credible Sources of Election Information (Q.9)**

*-Multiple Mentions-*

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Internet / Websites (NET)	24%	24%	25%
Internet / Websites (general)	22%	21%	23%
Government Websites (general)	2%	2%	2%
Alberta Votes website	*	*	*
<b>Elections Alberta (NET)</b>	<b>14%</b>	<b>16%</b>	<b>6%</b>
Elections Alberta	10%	<b>12%</b>	4%
A Returning Officer	3%	<b>4%</b>	1%
Election / Electoral Office	1%	1%	1%
The Alberta Government	12%	12%	10%
MLA (Member of Legislative Assembly)	11%	<b>12%</b>	8%
Newspaper	7%	<b>9%</b>	4%
Family / Friend / Coworker	4%	3%	<b>6%</b>
Municipal Office / City Hall	4%	3%	5%
A Political Party	3%	<b>4%</b>	2%
A Candidate	2%	3%	-
Elections Canada	1%	1%	2%
Mail	1%	<b>2%</b>	*
Government of Canada	1%	1%	2%
Radio	1%	1%	1%
Polling station	1%	1%	*
TV	1%	*	2%
Other	9%	9%	9%
Don't know / No response	23%	19%	<b>32%</b>

*\* Less than 1% of respondents*

*Bold figures denote significant differences*





### 5.3.2 Credibility of Organizations Providing Election Information

A list of organizations that could provide Albertans with information about the election process was read to respondents. Respondents were asked to rate the credibility of each source presented.

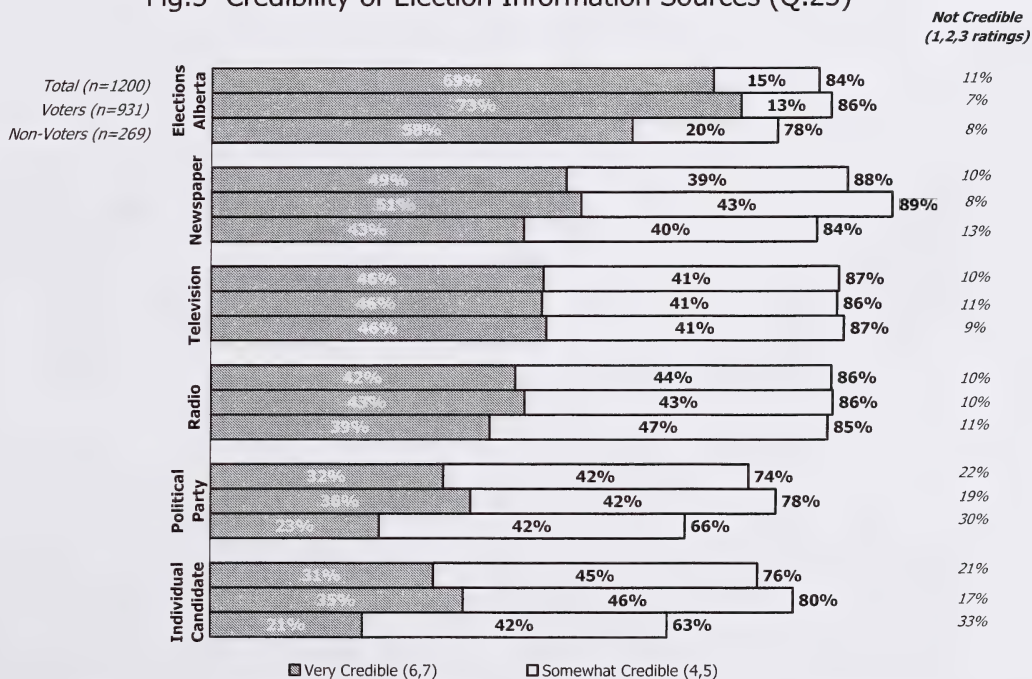
Elections Alberta has the greatest strength of credibility (69% very credible) compared to 31% to 49% for other sources.

At least eight-in-ten respondents perceive the following to be somewhat or very credible sources of election information:

- ✓ Elections Alberta (84%)
- ✓ Newspaper (88%)
- ✓ Television (87%)
- ✓ Radio (86%)

Although still a majority, smaller proportions of respondents rate political parties (74%) and candidates (76%) as credible sources of information.

Fig.5 Credibility of Election Information Sources (Q.23)







## 6 KNOWLEDGE OF VOTING RIGHTS

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Overall, respondents are knowledgeable of their voting rights and election processes. Eight-in-ten respondents are aware their name is on the voters list and know they are still eligible to vote if their name is not on the voters list. Nine-in-ten respondents are aware they can make alternate arrangements to vote if they cannot attend the polls on Election Day.

An opportunity exists to educate the public about the voters list, as respondents are less knowledgeable about how they could get their name on the list, if it is not already there.

Voters are more knowledgeable than non-voters about voting rights and the voters list.



## 6.1 Compiling the Voters List

For each election, a voters list is produced and there are numerous ways for Albertans to get their name on this list. Respondents were asked to explain how someone might go about getting their name on the voters list.

Thirty-two percent (32%) of respondents do not know how someone could get their name on the voters list.

Of those who provide ways that someone could get their name added to the voters list, one-quarter (25%) state enumeration, or someone coming to the door, was one way to achieve this. Seventeen percent (17%) of respondents think that Elections Alberta uses income tax returns to compile the voters list.

Other methods are mentioned by 9% or fewer respondents.

**Table 9: Methods to Add Name to Voters List (Q.11A)**

- Multiple Mentions -

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
By being enumerated (someone coming to the door)	25%	<b>28%</b>	16%
From income tax returns	17%	17%	18%
At the polling station	9%	<b>11%</b>	5%
Census	6%	<b>7%</b>	3%
Calling / Visiting the Returning Officer	5%	<b>6%</b>	3%
Register/ apply (general)	3%	4%	2%
Had to have voted in previous election	2%	<b>3%</b>	*
Contacting a candidate or political	2%	2%	1%
Have to be a resident	2%	2%	1%
Internet (general)	2%	2%	1%
Voterlink online registration	1%	<b>2%</b>	*
Have to be a citizen	1%	1%	1%
Contact Elections Alberta	1%	1%	1%
Use contact information on Voter Card	1%	1%	1%
Already on voters list	1%	1%	1%
Own a home/ property	1%	1%	2%
Drivers license	1%	1%	1%
Contact the government	1%	1%	1%
Contact Elections Canada	*	1%	-
Contact Election office	*	*	1%
Other	6%	5%	9%
Don't know / No response	32%	27%	<b>44%</b>

\* Less than 1% of respondents

Bold figures denote significant differences





### Sub-segment Analysis

Higher proportions of non-voters (44%) than voters (27%) do not know how someone's name could be added to the voters list.

## 6.2 Incidence of Name Being on the Voters List

The voters list is a list of names and addresses of eligible voters for an upcoming election. Respondents were asked if their name was on the voters list for the March 2008 provincial election.

Eight-in-ten (81%) respondents indicate their name was on the voters list. Twelve percent (12%) of respondents report their name was not on the voters list.

**Table 10: Incidence of Name Being on the Voters List (Q.11B)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, name was on voters list	81%	<b>88%</b>	62%
No, name was not on voters list	12%	11%	<b>16%</b>
Don't know / No response	7%	1%	<b>23%</b>

*Bold figures denote significant differences*

### Sub-segment Analysis

A higher proportion of voter respondents than non-voter respondents (88% vs. 62% of non-voters) indicate that their name was on the voters list.



### 6.3 Voter Eligibility When Name Not on Voters List

Respondents were asked if someone is eligible to vote even if their name does not appear on the voters list.

Seventy-nine percent (79%) of respondents state that if an individual's name does not appear on the list, they are still eligible to vote.

**Table 11: Voter Eligibility When Name Not on Voters List (Q.12)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, still eligible to vote	79%	<b>81%</b>	71%
No, not eligible to vote	7%	5%	<b>13%</b>
Don't know / No response	14%	13%	17%

*Bold figures denote significant differences*

#### Sub-segment Analysis

Higher proportions of voter than non-voter respondents (81% vs. 71% of non-voters) state Albertans can vote even if their name is not on the voters list.



## 6.4 Actions to Take When Name Not on Voters List

Respondents were then asked how someone could get their name on the voters list if it is not already there.

A majority (54%) of respondents mention various ways of registering in order to put a name on the voters list. The method most often mentioned by respondents is showing ID at the polling station (47%).

Fifteen percent (15%) cite contacting Elections Alberta as a method of getting a name on the voters list.

**Table 12: Actions to Take When Name Not on Voters List (Q.13)**

*- Multiple Response -*

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Register (NET)	54%	<b>60%</b>	40%
Show ID at polling station	47%	<b>53%</b>	32%
Register online using Voterlink	3%	<b>4%</b>	1%
Provide proof of residency	2%	<b>3%</b>	1%
Attend revision before polling day	1%	1%	1%
Provide proof of citizenship	1%	1%	1%
Register (general)	1%	1%	<b>4%</b>
Fill out a form / application	1%	1%	2%
Get sworn in	1%	2%	-
<b>Elections Alberta (NET)</b>	<b>15%</b>	<b>16%</b>	<b>12%</b>
Contact Elections Alberta	7%	8%	6%
Contact returning officer	9%	10%	7%
Contact the election office	1%	1%	1%
Other	16%	14%	<b>22%</b>
Don't know / No answer	25%	21%	<b>35%</b>

*Bold figures denote significant differences*

### Sub-segment Analysis

A higher proportion of respondents who voted, than those respondents who did not, mention that in order to have their name on the voters list, they need to register (60% vs. 40% of non-voters).

A higher proportion of respondents who did not vote, than those who did, do not know how to get a name on the voters list (35% vs. 21% respondents who voted).





## 6.5 Alternate Methods of Voting

Respondents were asked if Albertans who are unable to attend a regular poll to vote on Election Day could make alternate arrangements to vote.

Nine-in-ten (89%) respondents indicate that alternate voting arrangements can be made for those individuals who cannot vote at a regular poll on Election Day.

**Table 13: Alternate Voting Arrangements (Q.17)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, alternate voting arrangements can be made	89%	<b>92%</b>	82%
No	4%	3%	<b>8%</b>
Don't know / No answer	7%	5%	<b>10%</b>

*Bold figures denote significant differences*

### Sub-segment Analysis

A higher proportion of respondents who voted in the recent election than those who did not (92% vs. 82% of non-voters) state that alternate voting arrangements could be made if they were unable to vote on Election Day.



## 7 COMMUNICATIONS AWARENESS

Eight-in-ten respondents recall advertising about the Alberta election, including one-in-five who specifically recall advertisements relating to information about the election process. Approximately one-quarter of respondents recall advertisements with people making humorous excuses as to why they cannot vote. Eighteen percent of respondents who recalled the voting excuses advertisements state these advertisements made them more likely to vote.

A majority of respondents recall receiving the voter information card and used it as their source of election information. An opportunity exists to increase awareness as other communication tools were recalled by less than half of respondents.

In general, voter respondents tend to be more aware of communication tools than non-voters.

### 7.1 Recall of Election Advertisements

#### 7.1.1 Recall of Advertisements about the Provincial Election

A majority (81%) of respondents have read, seen or heard advertisements about the Alberta election.

**Table 14: Recall of Provincial Election Advertisements (Q.3)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, recall ads about Alberta election	81%	<b>85%</b>	69%
No, do not recall ads	18%	13%	<b>30%</b>
Don't know	1%	2%	1%
No response	*	-	*

*\* Less than 1% of respondents*

*Bold figures denote significant differences*

#### Sub-Segment Analysis

Higher proportions of voters (85%) than non-voters (69%) recall advertisements about the Alberta election.





### 7.1.2 Types of Election Advertisements Recalled

Among respondents who recall advertisements about the provincial election, 21% recall advertisements including election information, such as the importance of voting (8%), the election in general (5%) or locations of the polling stations (5%).

Four-in-ten (43%) respondents recall advertisements about political parties.

**Table 15: Types of Advertisements Recalled (Q.4)**

*-Multiple Mentions-*

<i>Respondents who recall ads about the Alberta election</i>	<b>TOTAL (n=990)</b>	<b>Voters (n=797)</b>	<b>Non-Voters (n=193)</b>
Advertisements about Political Parties	43%	45%	38%
Election Information	21%	<b>23%</b>	14%
<i>Importance of voting /     Encouraging people to vote</i>	8%	<b>9%</b>	5%
<i>Election (general)</i>	5%	6%	3%
<i>Location of polling stations</i>	5%	<b>6%</b>	1%
<i>Election dates</i>	3%	3%	2%
<i>Voting information (general)</i>	2%	2%	3%
Advertisements about Political Issues	4%	4%	5%
Other	12%	<b>14%</b>	6%
Don't remember	26%	22%	<b>37%</b>
No response	1%	1%	3%

*Bold figures denote significant differences*



## Media Recall – Election Advertisements

The majority of respondents who recall advertisements about the Alberta election saw them on television (65%). Smaller proportions of respondents saw these advertisements in the newspaper (46%) or heard them on the radio (27%).

At least one-in-ten respondents recall seeing these advertisements on posters (11%) or in brochures (10%).

**Table 16: Media Recall – Election Advertisements (Q.5)**

*-Multiple Mentions-*

<i>Respondents who recall ads about the Alberta election</i>	<b>TOTAL (n=990)</b>	<b>Voters (n=797)</b>	<b>Non-Voters (n=193)</b>
Television	65%	65%	64%
Newspaper	46%	<b>50%</b>	33%
Radio	27%	27%	27%
Posters	11%	10%	13%
Brochures	10%	11%	7%
In the mail	8%	7%	11%
Billboard	5%	5%	4%
Flyers / Pamphlets	3%	3%	1%
Other signs	2%	3%	1%
Internet	2%	1%	2%
Word of mouth	*	*	-
Other	5%	5%	7%
Don't know / No response	2%	1%	2%

*\* Less than 1% of respondents*

*Bold figures denote significant differences*

### Sub-segment Analysis

Higher proportions of voters (50%) than non-voters (33%) saw advertisements for the Alberta election in the newspaper.



### 7.1.3 Voting Excuses Advertisement

#### Recall of Voting Excuses Advertisement

Twenty-eight percent (28%) of respondents recall advertisements where people were making humorous excuses about why they were unable to vote.

**Table 17: Recall of Voting Excuses Advertisement (Q.6)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, recall ads	28%	<b>30%</b>	21%
No, do not recall ads	69%	67%	<b>75%</b>
Don't know	3%	3%	4%

*Bold figures denote significant differences*

#### **Sub-segment Analysis**

A higher proportion of voters (30%) than non-voters (21%) recall these advertisements related to voting intentions.

#### Media Recall – Voting Excuses Advertisement

Two-thirds (67%) of respondents who recall advertisements related to voting intentions saw them on the television. Smaller proportions of respondents heard these advertisements on the radio (29%) or saw them in the newspaper (17%).

**Table 18: Media Recall – Voting Excuses Advertisement (Q.7)**

*-Multiple Mentions-*

<i>Respondents who recall voting excuses advertisement</i>	<b>TOTAL (n=354)</b>	<b>Voters (n=297)</b>	<b>Non-Voters (n=57)**</b>
Television	67%	69%	58%
Radio	29%	29%	32%
Newspaper	17%	18%	15%
Word of mouth	3%	2%	5%
Posters	1%	1%	2%
Internet	*	1%	-
Other signs	*	*	-
Brochures	*	*	-
Other	2%	2%	-
Don't know / No response	4%	2%	<b>10%</b>

*\* Less than 1% of respondents*

*\*\* Caution to be exercised in interpretation of results due to small sample size*

*Bold figures denote significant differences*

#### **Sub-segment Analysis**





A higher proportion of non-voters (10%) than voters (2%) cannot recall where they saw the voting excuses advertisement.

#### 7.1.4 Perceived Impact of Advertisements on Voting Intentions

Eighteen percent (18%) of respondents who saw the voting excuses advertisement state they were more likely to vote after seeing them.

However, a large majority (79%) of respondents state the advertisements had no bearing on their voting intentions.

**Table 19: Likelihood of Voting After Seeing Advertisements (Q.8)**

<i>Respondents who recall voting excuses advertisement</i>	<b>TOTAL (n=354)</b>	<b>Voters (n=297)</b>	<b>Non-Voters (n=57)**</b>
More likely to vote	18%	17%	22%
Less likely to vote	2%	1%	3%
No impact on voting intentions	79%	81%	72%
Don't know / No response	1%	1%	3%

*\*\* Caution to be exercised in interpretation of results due to small sample size*



## 7.2 Awareness of Voterlink

Voterlink is an online registration tool provided by Elections Alberta. The tool allows Albertans to register to vote in Alberta provincial election for the first time, and allows voters on the voters list to change existing registration information.

### 7.2.1 Awareness and Usage of Voterlink

Sixteen percent (16%) of respondents are aware of Voterlink, including 2% who have used the service. However, a majority (82%) of respondents are not aware of Voterlink.

**Table 20: Voterlink – Awareness and Usage (Q.14, 15)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Aware of Voterlink	16%	<b>18%</b>	12%
<i>Have used Voterlink</i>	2%	3%	2%
<i>Have not used Voterlink</i>	14%	15%	10%
Not aware of Voterlink	82%	80%	<b>86%</b>
Not sure	1%	<b>2%</b>	*
Don't know / No response	1%	1%	1%

*\* Less than 1% of respondents*

*Bold figures denote significant differences*

### Sub-segment Analysis

Higher proportions of voter respondents than non-voter respondents are aware of Voterlink (18% vs. 12% of non-voters).

### 7.2.2 Satisfaction with Voterlink

Nineteen (19) of the 23 respondents who have used Voterlink before are satisfied with the service.

**Table 21: Satisfaction with Voterlink (Q.16)**

<i>Respondents who used Voterlink before</i>	<b>TOTAL (n=23)**</b>	<b>Voters (n=19)**</b>	<b>Non-Voters (n=4)**</b>
Satisfied (4,5,6,7 ratings)	69% (19)	73% (16)	55% (3)
<i>Very Satisfied (6,7 ratings)</i>	36% (10)	35% (8)	38% (2)
<i>Moderately Satisfied (4,5 ratings)</i>	33% (9)	38% (8)	17% (1)
Not Satisfied (1,2,3 ratings)	31% (9)	27% (6)	46% (3)

*\*\* Caution to be exercised in interpretation of results due to small sample size*

*( ) denotes number of respondents*





### 7.3 Recall and Accuracy of Voter Information Cards

Elections Alberta distributed cards to approximately one million addresses, that included information on where and when to vote, phone numbers, and other election information. Respondents were asked if they had received this card in the mail.

Sixty-four percent (64%) of respondents recall receiving this voter information card.

A majority of respondents (54%) recall receiving a voter information card with correct information.

Only 2% of respondents indicate the information on the card was incorrect.

**Table 22: Recall and Accuracy of Voter Information Cards (Q.18, 19)**

<i>All Respondents</i>	<b>TOTAL (n=1200)</b>	<b>Voters (n=931)</b>	<b>Non-Voters (n=269)</b>
Yes, recall receiving voter information card	64%	<b>70%</b>	46%
<i>Voting information on card was correct</i>	54%	60%	36%
<i>Voting information on card was incorrect</i>	2%	3%	1%
<i>Don't know / Not sure / No response</i>	8%	7%	<b>9%</b>
No, do not recall	33%	28%	<b>48%</b>
Don't know / No answer	3%	2%	<b>6%</b>

*Bold figures denote significant differences*

#### Sub-segment Analysis

A higher proportion of respondents who voted (70%) than those who did not vote (46%) recall receiving a voter information card.



## 7.4 Awareness of Newspaper Insert Providing Voter Information

Respondents were asked if they recalled seeing a newspaper insert providing voter information and maps showing where to vote.

Approximately one-third (36%) of respondents recall this newspaper insert providing voter information.

**Table 23: Awareness of Newspaper Insert (Q.20)**

<i>All Respondents</i>	<b>TOTAL</b> (n=1200)	<b>Voters</b> (n=931)	<b>Non-Voters</b> (n=269)
Yes, recall Newspaper Insert	36%	<b>41%</b>	21%
No, do not recall insert	58%	52%	<b>74%</b>
Don't know / No answer	7%	7%	5%

*Bold figures denote significant differences*

### Sub-segment Analysis

Higher proportions of respondents who voted than those who did not (41% vs. 21% of non-voters) recall receiving the newspaper insert with voter information.



## 8 SUB-SEGMENT ANALYSIS

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To evaluate differences or similarities in responses between different subsets of the population, the results have been analyzed by:

- ✓ Region
- ✓ Age
- ✓ Gender

Findings for each subset of the population are summarized below.

### 8.1 Region

#### 8.1.1 Edmonton

- ✓ Although a majority of Edmonton voters are very satisfied with their voting experience, they are less satisfied compared to other regions:
  - Overall satisfaction with voting experience (75% very satisfied vs. 82% Calgary)
  - Time taken at the polling station (82% very satisfied vs. 88% other Alberta)
  - Helpfulness of the voting staff (83% very satisfied vs. 88% Calgary, 92% other Alberta)
- ✓ Non-voters in Edmonton state they would be more likely to vote if:
  - Polling stations were located closer to their home (41% vs. 32% in other areas of Alberta)
- ✓ Higher proportions of Edmonton respondents than those in other regions received a newspaper insert with information on where to vote (43% vs. 34% in Calgary, 33% in other areas of Alberta).

#### 8.1.2 Calgary

- ✓ Non-voters in Calgary say they didn't vote because they didn't have time (27% vs. 10% Edmonton, 13% other Alberta).
- ✓ Calgary non-voters would be more likely to vote next time if:
  - Polling stations were open longer (46% vs. 37% Edmonton, 31% other Alberta)
  - There were more opportunities to vote in advance of election day (55% vs. 46% Edmonton, 43% other Alberta)
- ✓ Calgary respondents recognize Elections Alberta as a credible source of information on the election process (17% vs. 11% Edmonton, 11% other Alberta).
- ✓ Calgary respondents are knowledgeable about voting rights and election processes. Specifically, Calgary respondents are more aware than others that:
  - Someone can get their name on the voters list by being enumerated (35% vs. 23% Edmonton, 19% other Alberta)





- If someone's name is not on the voters list they are still eligible to vote (82% vs. 75% other Alberta)
- If someone's name is not on the voters list, one way to get their name on it is by registering (60% vs. 53% Edmonton, 52% other Alberta)
- If someone is unable to vote on Election Day, they can still make arrangements to vote (93% vs. 89% Edmonton, 87% other Alberta).
- ✓ Calgary respondents are more likely to recall advertisements with election information (25% vs. 17% in Edmonton).

### *8.1.3 Other Areas of Alberta*

- ✓ Respondents in areas of Alberta other than Edmonton or Calgary are less likely to say they have voted in the March 2008 provincial election (67% vs. 78% in Edmonton; 77% in Calgary).
- ✓ They are also less likely to vote in the next provincial election (81% very likely vs. 88% Edmonton, 87% Calgary).
- ✓ Respondents in areas of Alberta other than Edmonton or Calgary are less aware of Elections Alberta, its role and responsibilities (20% vs. 27% Edmonton, 30% Calgary).
- ✓ Respondents in other areas of Alberta are less likely to have:
  - Received a voter information card (56% vs. 76% Edmonton, 66% Calgary).
  - Received their election information from Elections Alberta (1% vs. 4% Edmonton, 5% Calgary)
  - Recall election advertisements where people make humorous excuses as to why they could not vote (22% vs. 34% Edmonton, 31% Calgary)
- ✓ These respondents are also less likely to view the Internet or websites as credible sources of election information (19% vs. 30% Calgary or 26% Edmonton).
- ✓ Respondents outside Edmonton and Calgary are less likely to view Elections Alberta as a credible source of election information (79% vs. 86% Edmonton, 89% Calgary).
- ✓ Respondents from areas of Alberta other than Edmonton and Calgary tend to receive their election information from the newspaper (28% vs. 11% Edmonton, 16% Calgary).



## 8.2 Age

### 8.2.1 Aged 18-34 Years

- ✓ Compared to those aged 35 years or over (a range of 72% to 88%), lower proportions of respondents under 35 years of age state they voted in the 2008 provincial election:
  - 18 to 24 years (50% voted)
  - 25 to 34 years (61% voted)
- ✓ Respondents aged 18 to 24 years (66%) are less likely than other age groups (a range of 79% to 93%) to vote in the next provincial election.
- ✓ Non-voters aged 18 to 34 years would be more likely to vote in the next provincial election if:
  - They were allowed to vote at any polling station (69% vs. a range of 30% to 53%, aged 35 years and older)
  - There were more opportunities to vote in advance of Election Day (60% vs. a range of 35% to 48%)
  - Polling stations were open longer (54% aged 18 to 24, 50% aged 25 to 34 vs. a range of 20% to 36%)
- ✓ Voters aged 25 to 34 years are less satisfied with the:
  - Availability of necessary election information (82% vs. 94% aged 18 to 24 years, 90% aged 45 to 54 years)
- ✓ Younger respondents (aged 18 to 24 years) are less likely to get their election information from the:
  - Voter card mailed to their home (21% vs. 38% to 49%, aged 25 and over)
  - Newspaper (9% vs. 19% to 30%, aged 35 and over)
- ✓ Respondents aged 18 to 24 years are more likely to consult family, friends or coworkers for voting information (16% vs. 4% to 6%).
- ✓ Younger respondents tend to be less knowledgeable about the voters list and election processes. Specifically, lower proportions of those aged 18 to 24 are aware that:
  - Someone can get their name on the voters list by being enumerated (6% vs. 20% to 40% all other age groups)
  - Someone is still eligible to vote if their name is not on the voters list (57% vs. 73% to 87%)
  - Someone can register to get their name on the voters list (36% vs. 54% to 69%)
  - They can make alternate arrangements to vote if they are unable to vote on Election Day (76% vs. 89% to 95%).
- ✓ Younger respondents are also less familiar with communications from Elections Alberta, specifically, smaller proportions recall:
  - Receiving a voter card detailing election information (45% aged 18 to 24 vs. a range of 60% to 75%)



- Election advertisements (66% aged 18 to 34 years, 78% aged 25 to 34 years vs. a range of 86% to 89%):

### *8.2.2 Aged 35-54 Years*

- ✓ Respondents aged 45 and over (90% to 93%) are more likely than those aged 25 to 34 years (79%) and 35 to 44 years (85%) to vote in the next provincial election.
- ✓ Voter respondents aged 35 to 44 years are less satisfied with:
  - The convenience of the location at which they voted (86% vs. 93% aged 55 to 64, 92% aged 65 years and over)

### *8.2.3 Aged 55 Years and Over*

- ✓ Respondents aged 55 to 64 years believe it is very important for people to vote in provincial elections (94% vs. a range of 76% to 89% all other age groups).
- ✓ Voter respondents aged 65 years and over are more satisfied with aspects of the voting experience:
  - The time it took at the polling station (89% vs. 82% aged 35 to 44 years)
  - The helpfulness of the polling staff (92% vs. 86% aged 45 to 54 years)
- ✓ Non-voter respondents aged 65 years and over state they would be more likely to vote if there was a fixed date for the election (59% vs. 48% aged 25 to 34 years).
- ✓ Higher proportions of respondents aged 55 to 64 years (20% vs. a range of 9% to 14%) would consult Elections Alberta for credible information on the provincial election process.
- ✓ Respondents aged 65 years and over are less knowledgeable about the voters list and election processes. They are less aware that:
  - If their name is not on the voters list, they are still eligible to vote (73% vs. a range of 81% to 87% aged 25 to 64 years)
  - If they are unable to vote on Election Day, they can make alternate arrangements to vote (85% vs. 93% 25 to 34 years; 95% 45 to 54 years; 93% 55 to 64 years)
- ✓ Respondents aged 55 to 64 (10%) and 65 years and over (3%) are less likely to consult the Internet or websites for credible information on the election (27% to 38% all other age groups)
- ✓ Respondents aged 65 years and older are less likely to:
  - Recall election advertisements (77% vs. 86% to 89% all other age groups)
  - State that seeing these advertisements made them more likely to vote (3% vs. 14% to 26% all other age groups)
- ✓ Higher proportions of respondents aged 65 years and over are aware of Voterlink (28% vs. a range of 10% to 17%, aged 18 to 64).
- ✓ Recall of the newspaper insert containing maps of where to vote is higher among these groups:
  - 55 to 64 years (49% vs. 23% to 36%, 18 to 54 years)
  - 65 years and older (53% vs. 23 to 36%, 18 to 54 years)





## 8.3 Gender

### 8.3.1 Female

- ✓ Female respondents are more likely to vote in the next provincial election (87% very likely vs. 82% males).
- ✓ A higher proportion of female respondents believe it is very important for people vote in the provincial election (90% vs. 83% male).
- ✓ Females more frequently state that they did not vote because they:
  - Didn't have enough information about parties or candidates (15% vs. 4% male)
  - Forgot (11% vs. 2% male)
- ✓ Female respondents would have been more likely to vote if they had:
  - More information on the election in general (13% vs. 2% male)
  - More information on candidates, parties, platforms (9% vs. 3% male)
- ✓ Female respondents would be more likely to vote if voters were allowed to vote at any polling station regardless of where they live (56% vs. 45% male respondents).
- ✓ Higher proportions of female respondents know that their name is on the voters list (83% vs. 78% male).
- ✓ Higher proportions of female respondents recall:
  - Advertisements where people were making humorous excuses as to why they were unable to vote (32% vs. 23% male)
  - Advertisements with election information (24% vs. 18% male)
- ✓ A higher proportion of female respondents recall receiving a voter information card (67% vs. 60% male).

### 8.3.2 Male

- ✓ Male respondents more frequently state they did not vote because they didn't have time or were too busy (23% vs. 9% female).
- ✓ Higher proportions of male respondents:
  - Are aware of Elections Alberta and its responsibilities (30% vs. 20% female)
  - Retrieved election information from the newspaper (23% vs. 18% female)
- ✓ Male respondents are more likely to consult Elections Alberta for credible information on the provincial election process (16% vs. 10% female).
- ✓ Higher proportions of male respondents believe:
  - They can get their name on the voters list through their income tax return (20% vs. 15% female)
  - If their name is not on the voters list, they can get their name on the list by contacting Elections Alberta (17% vs. 13% female)



## 9 DEMOGRAPHICS

Table 24: Demographics (Q.35, 40, 41)

<i>All Respondents</i>	<b>TOTAL</b> (n=1200)	<b>Voters</b> (n=931)	<b>Non-Voters</b> (n= 269)
<b><i>Gender</i></b>			
Male	50%	50%	48%
Female	50%	50%	52%
<b><i>Education Level</i></b>			
Elementary or junior high school (K-12)	3%	2%	3%
Some high school	7%	5%	11%
High school graduate	22%	20%	26%
Some community or technical college	28%	27%	30%
Some university	9%	8%	11%
University graduate	31%	<b>35%</b>	19%
No response	2%	2%	1%
<b><i>Household Income</i></b>			
Under \$20,000	5%	4%	<b>8%</b>
\$20,000 to \$35,000	8%	8%	7%
\$35,000 to \$50,000	11%	10%	<b>15%</b>
\$50,000 to \$75,000	15%	15%	13%
\$75,000 to \$100,000	15%	15%	15%
Over \$100,000	24%	24%	22%
Don't know / No response	23%	24%	19%



## **APPENDIX A – QUESTIONNAIRE**

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## QUESTIONNAIRE

---

Good evening, this is \_\_\_\_\_ and I am calling from Leger Marketing, an independent market research firm. We are calling to get your impression of the process of voting in the recent provincial election.

We are not calling to ask you who you voted for, but rather what you think about the PROCESS of voting. I need to speak to someone over 18 years of age. Would that be you?

- Yes, [CONTINUE]
- No, not 18 years of age [ASK TO SPEAK TO SOMEONE 18 YEARS OF AGE OR OLDER, AND REPEAT INTRODUCTION]
- TERMINATE / Call back

1) And just to confirm, have you been living in Alberta for the past 6 months?

- Yes, [CONTINUE]
- No, [TERM]
- Don't know / No answer [TERM]

2) Are you a Canadian citizen?

- Yes, [CONTINUE]
- No, [TERM]
- Don't know / No answer [TERM]

TERMINATION SCREEN IF PERSON NOT ELIGIBLE TO VOTE: [TERM]

I AM SORRY WE ARE INTERESTED IN TALKING TO ELIGIBLE VOTERS

THANK YOU FOR YOUR TIME; THOSE ARE ALL THE QUESTIONS I HAVE.

### AD RECALL

- 3) Not including any ads for specific political parties, did you read, see or hear any advertisements about the Alberta election within the past two months?

Yes

No [GO TO 6]

Don't Know [GO TO 6]

No response [GO TO 6]

- 4) What were these ads about?

[RECORD VERBATIM][PROBE] 96

Can't recall 98

No Response 99



5) Where did you see or hear these ads? [DO NOT READ][PROBE: Anywhere else?]

- Television 01
- Radio 02
- Newspaper 03
- Brochures 04
- Posters 05
- Other (specify) 96
- Don't know / No response 98

6) At the risk of repeating yourself, do you recall seeing or hearing ads with people making humorous excuses as to why they were unable to vote?"

Yes

No [GO TO 9]

Don't Know [GO TO 9]

No response [GO TO 9]

7) Where did you see or hear these ads? [DO NOT READ][PROBE: Anywhere else?]

- Television 01
- Radio 02
- Newspaper 03
- Brochures 04
- Posters 05
- Other (specify) 96
- Don't know / No response 98

8) Did these ads...[READ& ROTATE]

- Make you more likely to vote 01
- Make you less likely to vote 02
- Have no impact on your voting 03
- Don't know / No response [DO NOT READ] 98



## SOURCES OF ELECTION INFORMATION

9) If you wanted credible information on the provincial election process, such as the rules of voting, where you go to vote, etc, who would you contact? [DO NOT READ][PROBE]

- Elections Alberta 01
- A Returning Officer 02
- A Political Party 03
- The Alberta Government 04
- A Candidate 05
- Newspaper 06
- Radio 07
- TV 08
- Municipal Office / City Hall 09
- MLA (Member of Legislative Assembly) 10
- Family/friend/coworker 11
- Other (Specify) 96
- Don't know / No response 98

10) Where did you get your information on voting in the recent provincial election, such as when and where to vote? [DO NOT READ][PROBE]

- Elections Alberta 01
- A Returning Officer 02
- A Political Party 03
- The Alberta Government 04
- A Candidate 05
- Newspaper 06
- Radio 07
- TV 08
- Voter card mailed to the home 09
- MLA (Member of Legislative Assembly) 10
- Family/friend/coworker 11
- Other (Specify) 96
- Didn't get any information 97
- Don't know / No response 98





## VOTERS LIST

11) For each election, a voters list is produced.

a. As far as you are aware, how does someone get their name on the voters list? [DO NOT READ][PROBE: Any other ways?]

- By being enumerated (someone coming to the door) 01
- Calling / visiting the returning officer 02
- Already on voters list 03
- Contacting a candidate or political party 04
- From income tax returns 05
- At the polling station 06
- Voterlink online registration 07
- Other (Specify) 96
- Don't know / No response 98

b. As far as you are aware, was your name on the voters list in the recent Alberta election?

- Yes
- No
- Don't know / No response

12) For the next series of questions, we wish to evaluate how well the election process was explained to the public. As far as you know, if someone's name was not on the voters list, were they still eligible to vote?

- Yes
- No
- Don't know / No response

13) As far as you know, if someone's name does not appear on the voters list, what could they have done to get their name on it?

- Show ID at polling station 01
- Contact Returning Officer 02
- Attend revision before polling day 03
- Contact Elections Alberta 04
- Register Online using Voterlink 05
- Other (specify) 96
- Don't know / No answer 98

14) VOTERLINK is a secure online method of voter registration. Before this survey, were you aware of this voter registration method?

- Yes 1
- No 2
- Not sure 3
- Don't know / No response 9

15) [ASK IF Q14 =1] have you ever used VOTERLINK?

- Yes 1
- No 2
- Not sure 3
- Don't know / No response 9



16) [ ASK IF Q15=1] Using the 7 point scale where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, overall, how satisfied are you with VOTERLINK?

- |   |                          |
|---|--------------------------|
| 7 | Completely satisfied     |
| 6 |                          |
| 5 |                          |
| 4 | Somewhat satisfied       |
| 3 |                          |
| 2 |                          |
| 1 | Not at all satisfied     |
| 9 | Don't know / No response |

17) If someone was unable to attend a regular poll to vote on election day, could they still have made arrangements to vote?

- Yes
- No
- Don't know / No response

#### **COMMUNICATIONS – VOTER CARD & NEWSPAPER INSERTS**

18) Do you remember receiving a voter information card delivered to your home telling you where to vote and providing phone numbers and other election information?

- |                                       |              |
|---------------------------------------|--------------|
| • Yes                                 | 1            |
| • No                                  | 2 [GO TO 20] |
| • Don't know / Not sure / No response | 9 [GO TO 20] |

19) Do you recall if the information on the voter card about where to vote was correct?

- |                                       |   |
|---------------------------------------|---|
| • Information was correct             | 1 |
| • Not correct                         | 2 |
| • Don't know / Not sure / No response | 9 |

20) Do you remember receiving a newspaper insert at your home containing maps showing where to vote?

- |                                       |   |
|---------------------------------------|---|
| • Yes                                 | 1 |
| • No                                  | 2 |
| • Don't know / Not sure / No response | 9 |



## AWARENESS AND CREDIBILITY OF ELECTIONS ALBERTA

21) As far as you know, what organization is responsible for preparing the voter information card and providing the information on voter registration and advanced polls? [DO NOT READ]

- Elections Alberta 01 [GO TO 23, RECORD Q.22 AS YES]
- Other (specify) 96
- Don't know / No response 98

22) In fact, information on the elections process is prepared by Elections Alberta, an independent agency of the Legislative Assembly. Before today, had you ever heard of Elections Alberta?

- Yes
- No
- Don't know / No response

23) I am going to read a list of organizations that could provide you with information about the elections process in Alberta including voting rules, location of polls, what to do on polling day, etc. As I read each, please tell me how credible you think information from this source would be, on a scale of 1 to 7 where 1 is NOT at all CREDIBLE, 4 is SOMEWHAT CREDIBLE and 7 is VERY CREDIBLE. How credible is:

[RANDOMIZE AND READ]

a. Elections Alberta

[READ]

- 7 Very credible
- 6
- 5
- 4 Somewhat credible
- 3
- 2
- 1 Not at all credible
- 9 Don't know / No response [DO NOT READ]

- b. A political party
- c. An individual candidate
- d. Newspaper
- e. Radio
- f. Television





## VOTING BEHAVIOUR (SELF REPORTED)

24) In any election some people choose to vote, and some do not vote. Did you happen to vote in the March 2008 provincial election, or not?

- Yes, voted [GO TO 27]
- No, did not vote
- Don't know / No response [GO TO 31]

25) Why didn't you vote?

- [RECORD VERBATIM] 96
- No reason in particular 97
- Don't know / No response 98

26) What, if anything, would have encouraged you to vote in the recent election?

- [RECORD VERBATIM] 96
  - Nothing 97
  - Don't know / No response 98
- [ASK 27 IF 24=YES, OTHERS SKIP TO 31]

## VOTING EXPERIENCE

27) Did you vote at a polling station on election day, at an advance poll before the election, or by special ballot?

- Regular poll on election day 01
- Advance poll 02
- Special ballot (that is, voting from home, when away from their polling station or outside Alberta) 03
- Other (specify) 96
- Don't know / No response 98

28) Using the 7 point scale where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, overall how satisfied are you with your experience when you went to vote?

- 7 Completely satisfied
- 6
- 5
- 4 Somewhat satisfied
- 3
- 2
- 1 Not at all satisfied
- 9 Don't know / No response



29) Using a seven point scale, where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, rate your satisfaction with:

- a. Convenience of the location at which you voted
  - 7 Completely satisfied
  - 6
  - 5
  - 4 Somewhat satisfied
  - 3
  - 2
  - 1 Not at all satisfied
  - 9 Don't know / No response
- b. The time it took at the polling station
- c. Polling staff you dealt with being HELPFUL
- d. Availability of necessary information

30) Did you have any problems with voting or any suggestions on how to improve the voting process?

- [RECORD] 96
- No suggestions / problems 97
- Don't know / No response 98

## VOTER PROFILE

31) On a seven point scale where 1 means NOT AT ALL IMPORTANT, 4 means SOMEWHAT IMPORTANT and 7 means VERY IMPORTANT, how important is it that people vote in a provincial election?

- Very important 7
- 6
- 5
- Somewhat important 4
- 3
- 2
- Not at all important 1
- Don't know / No response 9

32) On a scale from one to seven, where 1 is NOT AT ALL LIKELY, 4 is SOMEWHAT LIKELY and 7 is VERY LIKELY, how likely are you to vote in the next provincial election?

- Very likely 7
- 6
- 5
- Somewhat likely 4
- 3
- 2
- Not at all likely 1
- Don't know / No response 9



33) I am going to read some changes that some people have suggested might encourage more people to vote. As I read each, please tell me if you think it would make you much more likely, somewhat more likely, somewhat less likely, much less likely to vote, or whether it would make no difference.

a) Have polling stations stay open longer

Much more likely	5
Somewhat more likely	4
No change / makes no difference	3
Somewhat less likely	2
Much less likely	1
Don't know / No response	9

b) Have more opportunities to vote in advance of election day.

c) Allow voters to vote at any polling station regardless of where you live

d) Have a polling station located closer to your home

e) Have a fixed date for the election that people are aware of in advance

## DEMOGRAPHICS

34) Finally, I would like to ask you some background questions. These help us analyze the information collected. In what year were you born? [ENTER COMPLETE YEAR]

- [ENTER YEAR]
- Don't know / No response

35) What is the highest level of education you have completed?

• Elementary school (k-6)	1
• Some high school (7-12)	2
• High school graduate	3
• Some community or technical college	4
• Community or technical college graduate	5
• Some university	6
• University graduate	7
• No response	9

36) What is your postal code? ALLOW ENTRY OF 3 OR 6 CHARACTERS

- [ENTER CHARACTERS] 96
- DON'T KNOW ANY / No response 98
- ONLY KNOW FIRST THREE 99

37) Do you live in... READ

- A city GO TO 40
- A town – please specify \_\_\_\_\_ GO TO 40
- Or a rural area?
- Don't know / No response





38) Do you know which electoral district you live in?

- 01 DUNVEGAN-CENTRAL PEACE
- 02 CALGARY-BOW
- 03 CALGARY-BUFFALO
- 04 CALGARY-CROSS
- 05 CALGARY-CURRIE
- 06 CALGARY-EAST
- 07 CALGARY-EGMONT
- 08 CALGARY-ELBOW
- 09 CALGARY-FISH CREEK
- 10 CALGARY-FOOTHILLS
- 11 CALGARY-FORT
- 12 CALGARY-GLENMORE
- 13 CALGARY-HAYS
- 14 CALGARY-LOUGHEED
- 15 CALGARY-MACKAY
- 16 CALGARY-MCCALL
- 17 CALGARY-MONTROSE
- 18 CALGARY-MOUNTAIN VIEW
- 19 CALGARY-NORTH HILL
- 20 CALGARY-NORTH WEST
- 21 CALGARY-NOSE HILL
- 22 CALGARY-SHAW
- 23 CALGARY-VARSITY
- 24 CALGARY-WEST
- 25 EDMONTON-BEVERLY-CLAREVIEW
- 26 EDMONTON-CALDER
- 27 EDMONTON-CASTLE DOWNS
- 28 EDMONTON-CENTRE
- 29 EDMONTON-DECORE
- 30 EDMONTON-ELLERSLIE
- 31 EDMONTON-GLENORA
- 32 EDMONTON-GOLD BAR
- 33 EDMONTON-HIGHLANDS-NORWOOD
- 34 EDMONTON-MANNING
- 35 EDMONTON-MCCLUNG
- 36 EDMONTON-MEADOWLARK
- 37 EDMONTON-MILL CREEK
- 38 EDMONTON-MILL WOODS
- 39 EDMONTON-RIVERVIEW
- 40 EDMONTON-RUTHERFORD
- 41 EDMONTON-STRATHCONA
- 42 EDMONTON-WHITEMUD
- 43 AIRDRIE-CHESTERMERE
- 44 ATHABASCA-REDWATER
- 45 BANFF-COCHRANE
- 46 BARRHEAD-MORINVILLE-WESTLOCK
- 47 BATTLE RIVER-WAINWRIGHT
- 48 BONNYVILLE-COLD LAKE
- 49 CARDSTON-TABER-WARNER
- 50 CYPRESS-MEDICINE HAT
- 51 DRAYTON VALLEY-CALMAR



52 DRUMHELLER-STETTLE  
53 FOOTHILLS-ROCKY VIEW  
54 FORT MCMURRAY-WOOD BUFFALO  
55 FORT SASKATCHEWAN-VEGREVILLE  
56 GRANDE PRAIRIE-SMOKY  
57 GRANDE PRAIRIE-WAPITI  
58 HIGHWOOD  
59 INNISFAIL-SYLVAN LAKE  
60 LAC LA BICHE-ST. PAUL  
61 LACOMBE-PONOKA  
62 LEDUC-BEAUMONT-DEVON  
63 LESSER SLAVE LAKE  
64 LETHBRIDGE-EAST  
65 LETHBRIDGE-WEST  
66 LITTLE BOW  
67 LIVINGSTONE-MACLEOD  
68 MEDICINE HAT  
69 OLDS-DIDSBURY-THREE HILLS  
70 PEACE RIVER  
71 RED DEER-NORTH  
72 RED DEER-SOUTH  
73 ROCKY MOUNTAIN HOUSE  
74 SHERWOOD PARK  
75 SPRUCE GROVE-STURGEON-ST. ALBERT  
76 ST. ALBERT  
77 STONY PLAIN  
78 STRATHCONA  
79 STRATHMORE-BROOKS  
80 VERMILION-LLOYDMINSTER  
81 WEST YELLOWHEAD  
82 WETASKIWIN-CAMROSE  
83 WHITECOURT-STE. ANNE  
98 DON'T KNOW / NO RESPONSE

39) What is the name of the closest town to where you live? \_\_\_\_\_

40) I am going to read some broad income categories. When I read the one that represents your total household income, please stop me

- Under \$20,000
- \$20,000 to \$35,000
- \$35,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- Over \$100,000
- Don't know / No response

41) RECORD GENDER [DO NOT ASK]

- Male
- Female







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